

# Centennial Library Cedarville University

## ASSESSMENT MATRIX *2015-16*

July 2016

### Observations from the 2015-16 Assessment activities:

- Fr/Sr survey results showed:
  - Noticeable declines from the previous year's edition (which had recorded the highest satisfaction scores of any edition), though the overall rate of dissatisfaction remained steady.
  - Freshmen recorded more declines in satisfaction than seniors
  - Overall trends remain positive, with Importance of the Library showing continuous improvement
  - Importance of the Library is the measurement that correlates most closely with use of the library (physical or digital)
  - Research Help behaviors continue to show a trend away from librarians and toward other sources
  - Individual study and group study remain the key reasons for using the library, with materials use, printing and MediaPLEX also being important
  - Over half of respondents use the library's website weekly and over 2/3 of respondents use the library building weekly
  - Satisfaction and use of the library shows noticeable variety by major with several major negative outliers
  - Comments about the library focused on its facilities with environmental factors (noise, temperature) and structural (hours, furniture, study rooms) accounting for the bulk of negative comments
  - Comments on library services (along with scores on staff and service areas) are primarily positive
  - Comments on resources were mixed with the AV materials collection accounting for the largest area of dissatisfaction
- Amazing Race evaluations were positive but turnout for the event was particularly low and staff comments on the event noted room for improvement
- Research Appointment evaluations declined slightly but overall remained very good; the number of people participating in this service increased dramatically this year
- Classroom Instruction evaluations from faculty were very positive and the evaluation comments evidenced a deep appreciation for the ability of the staff to provide this service as well as providing helpful guidance in certain areas
- 19-Minute Workshops had very low participation; however, participants generally rated the workshops very well
- The low use of reference materials and the on-going costs associated with standing orders (print and digital) indicated, in general, a low level of ROI/efficiency for these types of materials
- Website use survey revealed a surprisingly large number of respondents indicating difficulty in finding what they needed on the website; on the other hand, overall assessment of ease of use was positive; respondents reported wide use of OneSearch and infrequent access through mobile devices
- LibGuides UX study indicated unfamiliarity with these resources and confusion over how to navigate them smoothly
- Student input through focus groups emphasized the uniqueness of what the library provides as a campus resources especially as a study space
- In terms of resources and facility usage:
  - Print use continues to decline at a rate of roughly 10% a year
  - Digital Use showed a slow-down in use compared to previous years, though the overall trend remains positive
  - ILL/OhioLINK use shows sharp rates of decline in use of these services by CU patrons and gradual decline in use of these services by outside borrowers
  - Attendance and use of library services showed increases across a broad spectrum
  - Group study room usage varies dramatically by time period with weekday evening and Sunday evening usage nearly reaching capacity
  - Research Help desk traffic continued to decrease and delivery of this service was seen increasingly to impede the ability of librarians to carry out more productive tasks

### Actions considered in light of the assessment results:

- Revise the entirety of the New Student Orientation from desired outcomes through implementation for Fall 2016
- Determine a better framework for offering library workshops in conjunction with partners and/or improved marketing
- Implement major reductions in print and digital standing orders for the Reference Collection
- Improve visibility of most-used features of the library website by adding QuickLinks menu
- Improve the presentation of LibGuides by using side-panel navigation and increasing guide consistency and tagging
- Do not revise the website for more mobile-friendly design at this time
- Develop and implement a faculty survey for improving the granularity of faculty assessment input
- Schedule LibQual for 2016-17 to update LibQual metrics

- Incorporate student staff input into Assessment Matrix Goal 4
- Improve the study environment by adding noise level signs and exploring ways to provide more electric outlets for students to use
- Expand weekend hours by adding afternoon hours on Sunday
- Improve the delivery, content, and scope of First Year Instruction sessions through a redesigned framework and improved consistency of material
- Redesign out Research Support model to better match staffing resources to patron need
- Address departments with most negative perceptions of library by meeting with Engineering and Art & Design & Theater, and Social Work faculty seek greater involvement with courses and students in these programs
- Carry out a UX study of OneSearch to determine how to improve librarian instruction about use digital resources
- Promote awareness of interlibrary services and underutilized library resources through distributing items from the Services Desk at checkout

# Centennial Library

## Missions – Goals – Objectives

**Mission:** In our service to the University community and support of the mission of Cedarville University, it is the purpose of the staff of the Centennial Library to demonstrate leadership in providing for our users an effective gateway to the world of information access and use. Within this purpose, the goals of the Library are to:

- 1. Develop collections and access to resources that meet the program support needs of its academic community.**
  - a. Faculty and students will express satisfaction regarding the adequacy of library resources.
  - b. Faculty and students will express satisfaction with the ability to obtain materials they need.
  - c. Faculty and students will express satisfaction with the accessibility of the library's website and online resources.
  - d. Students will express satisfaction with access to the library's physical collections.
  
- 2. Design and deliver services that empower its users to utilize information resources and technologies independently, critically, and efficiently.**
  - a. Faculty and students will make use of the library's research support services and orientation programs.
  - b. Faculty and students will express a high level of satisfaction the library's research support services and orientation programs.
  - c. Students will demonstrate competence in utilizing the Library's resources and technology.
  
- 3. Provide a physical and personal environment that enhances the educational experience.**
  - a. Faculty and students will express a high level of satisfaction regarding the Library and its services.
  - b. Students will express a high level of satisfaction with library service areas.
  - c. Faculty and students will express satisfaction with the Library facilities and environment for academic learning and research.
  
- 4. Invest resources in the provision of adequate staff who are properly oriented, trained, developed, and evaluated.**
  - a. Faculty and students will express a high level of satisfaction regarding the effectiveness of library staff.
  - b. Library staff will indicate a high level of satisfaction with their work environment, relationships, and resources.
  - c. Library staff will indicate satisfaction with staff development opportunities to improve and sharpen job related skills.
  
- 5. Participate in the broader regional, national, and international resource sharing community.**
  - a. Library faculty and staff will be actively involved in professional organizations consistent with their work responsibilities.
  - b. The library will be active in sharing resources in its consortia and networks.
  
- 6. Advance the image and awareness of the Library, its resources, its services, and its staff.**

- a. Faculty and students will indicate that they are well informed about Library resources and services.
- b. Faculty and students will indicate that the library is important to their academic success.

### Current Assessment Matrix Tools

Assessment Tool	Group	Recurrence	Years Conducted
Alumni survey	Alumni		2006
New Student Orientation evaluation	Student	Every year	2011-2015
Freshmen library survey	Student	Every year	2009-2011,2013-16
LibQUAL library service quality survey	Student & Faculty	Every 4 years	2008, 2012
Administrator Performance Assessment	Library staff	Every 3 years	2016
Research Appointment evaluation	Student	Ongoing	2014-16
Work environment survey	Library staff	Every 3 years	2010, 2014
Noel Levitz Student Satisfaction Inventory	Student	Every 2 years	2005, 2007, 2009, 2011, 2013, 2015
Classroom instruction satisfaction survey	Faculty	Semester	2014-16
Senior library survey	Student	Every year	2009-2011,2013-16
Standardized Assessment of Information Literacy Skills	Student		2010-2013
Statistics/Reports		Every year	2010-2016
University performance assessment program	Library staff	Every year	2010-2016

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**Goal #1. Develop collections and access to resources that meet the program support needs of its academic community.**

Outcome #1a. Faculty and students will express satisfaction regarding the adequacy of library resources.

Tools	Benchmarks	Latest Results	Actions
<b>Freshmen/Senior Survey Q.2a-2e, 2p (resources satisfaction)</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.85 2016: 1.98	No new action required
<b>LibQUAL+ Survey Q.3-4, 8 (Information Control)</b>	Average perceived mean score above a 7.0 on a 9-pt scale	2012: 7.31	No new action required
<b>Freshmen/Senior Survey Comments about resources</b>	More than 50% of comments are positive	2015: 185 comments about resources, 59% positive 2016: 185 comments about resources, 48% positive	No new action required
<b>LibQUAL+ Q.8 (Information Control)</b>	Average perceived mean score above a 7.0 on a 9-pt scale	2012: 7.35	No new action required
<b>Noel-Levitz SSI Q.18 (Library Resources) Satisfaction Score</b>	Score above 6.0 on a 7-pt scale.	2013: 6.15 2015: 6.08	No new action required

Outcome #1b. Faculty and students will express satisfaction with the ability to obtain materials they need.

Tools	Benchmarks	Latest Results	Actions
<b>Faculty orders for library resources</b>	60% of the faculty in each department involved.	2014-15: 44% of all faculty; 5 of 16 depts exceeded 60% 2015-16: 56% of all faculty; 7 of 16 depts exceeded 60%	No new action required
<b>Freshmen/Senior Survey Q.2j (ILL &amp; OhioLINK).</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.70 2016: 1.88	No new action required

Outcome #1c. Faculty and students will express satisfaction with the accessibility of the library's website and online resources.

Tools	Benchmarks	Latest Results	Actions
<b>Freshmen/Senior Survey Q.2f, 2q (website, databases).</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.74 2016: 1.80	No new action required
<b>LibQUAL+ Q.2 (IC)</b>	Average perceived mean score above 7.0 on a 9-pt scale	2012: 7.47	No new action required
<b>Freshmen/Senior Survey</b>	Average mean score below	2015: 1.79	Quick Links added

<b>Q.2q, 6d-6f (website, ease of use of digital resources)</b>	3.0 on a 7-pt scale	2016: 2.06	to website
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Outcome #1d. Students will express satisfaction with access to the library and its physical collections.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.6a-6c, 6g (ease of use of physical resources)</b>	Average mean score below 3.0 on a 7-pt scale	2016: 2.11	No new action required
<b>Freshmen/Senior Survey comments on facilities</b>	More than 50% of comments are positive	2015: 185 comments about resources, 51% positive 2016: 185 comments about resources, 43% positive	Adding Sunday afternoon hours for 2016-17

## **Goal #2. Design and deliver services that empower its users to utilize information resources and technologies independently, critically, and efficiently.**

Outcome #2a. Faculty and students will make use of the library's research support services and orientation programs.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>New Student Orientation report</b>	50% of incoming fall students will participate in New Student Orientation	2014: 51.1% 2015: 27.1%	Redesign new student orientation
<b>Research Appointments statistics</b>	None	2014-15: 41 conducted 2015-16: 133 conducted	No new action required
<b>Classroom Instruction &amp; Orientation statistics</b>	None	2014-15: 138 sessions, 2428 participants 2015-16: 145 sessions, 2679 participants	No new action required
<b>Classroom Instruction statistics</b>	Classroom Instruction in 100% of Composition and Speech sections	2014-15: 59% 2015-16: 68%	Implement new 1 <sup>st</sup> year library instruction plan

Outcome #2b. Faculty and students will express satisfaction the library's research support services and orientation programs.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>New Student Orientation evaluation</b>	NPS score exceeding 30.0	2015: 34.1	No new action required
<b>Freshmen/Senior Survey Q.10. (classroom instruction effectiveness)</b>	Average mean score below 3.0 on a 7-pt scale.	2014: 2.12 2015: 2.63	Implement new 1 <sup>st</sup> year library instruction plan
<b>Research Appt. survey Q.1</b>	Average mean score below 2.0 on 5-pt scale	2014-15: 1.36 2015-16: 1.35	No new action required
<b>Classroom Instruction satisfaction survey Q.1, 5.</b>	Average mean score below 2.0 on 5-pt scale	2014-15: 1.25 2015-16: 1.12	No new action required

Outcome #2c. Students will demonstrate competence in utilizing the Library's resources and technology.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.5, 6a-6f (ease of use,</b>	Average mean score below 3.0 on a 7-pt scale	2015: 2.06 2016: 2.09	No new action required

<b>ease of use of resources)</b>			
<b>LibQUAL+ Q.2, 5, 7 (Information Control)</b>	Average perceived mean score above 7.0 on a 9-pt scale	2012: 7.48	No new action required
<b>Freshmen/Senior Survey Q.5 (ease of use)</b>	Seniors will score lower than Freshmen	2015: Sr 1.97 ; Fr – 2.14 2016: Sr – 1.99 ; Fr – 2.14	No new action required
<b>Project SAILS</b>	Freshmen and Seniors with score significantly better in most categories than freshmen and seniors at comparable schools	2013-14: Freshmen – significantly better in 4/8 categories; Seniors – significantly better in 8/8 categories	No new action required

### Goal #3. Provide a physical and personal environment that enhances the educational experience.

Outcome #3a. Faculty and students will express satisfaction regarding the Library and its services.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.1 (overall satisfaction)</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.53 2016: 1.71	No new action required
<b>Freshmen/Senior Survey</b>	No more than 5% disagreement with any satisfaction item	2015: >5% for Videos/DVDs, group study areas, & building environment 2016: >5% for Videos/DVDs	No new action required
<b>LibQUAL+ Overall Q.</b>	Average perceived mean score above 7.0 on a 9-pt scale	2012: 7.43	No new action required

Outcome #3b. Students will express satisfaction with library service areas.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.2g, 2i, 2k-2l (service area satisfaction)</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.54 2016: 1.61	No new action required
<b>Freshmen/Senior Survey Comments about Staff and Service Areas</b>	More than 50% of comments are positive	2015: 166 comments about resources, 83% positive 2016: 160 comments about resources, 71% positive	No new action required

Outcome #3c. Faculty and students will express satisfaction with the Library facilities and environment for academic learning and research.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.2n-2o. (facilities satisfaction)</b>	Average mean score below 3.0 on a 7-pt scale	2015: 1.90 2016: 1.92	No new action required
<b>LibQUAL+ Q.1-5 (Library as Place)</b>	Avg. perceived mean score above 7.0 on a 9-pt scale	2012: 7.24	No new action required
<b>Freshmen/Senior Survey Comments about Facilities</b>	More than 50% of comments are positive	2015: 390 comments about resources, 51% positive 2016: 442 comments about resources, 43% positive	No new action required

**Goal #4. Invest resources in the provision of adequate staff who are properly oriented, trained, developed, and evaluated.**

Outcome #4a. Faculty and students will express satisfaction regarding the effectiveness of library staff.

Tools	Benchmarks	Latest Results	Actions
<b>Freshmen/Senior Survey Q.2h (staff helpfulness)</b>	Average mean score below 2.0 on a 7-pt scale	2015: 1.41; 2016:1.59	No new action required
<b>LibQUAL+ Q.1-9 (Affect of Service)</b>	Average perceived mean score above 7.0 on a 9-pt scale	2012: 7.69	No new action required
<b>Noel-Levitz SSI Q.13 (Library Staff) Satisfaction score</b>	Satisfaction above 6.0 on a 7-pt scale	2013: 6.15 2015: 6.06	No new action required
<b>Research Appt. survey Q.2-3</b>	Average mean score below 1.5 on 5-pt scale	2014-15: 1.32 2015-16: 1.50	No new action required
<b>Classroom Instruction satisfaction survey Q.2-4</b>	Average mean score below 1.5 on 5-pt scale	2014-15: 1.22 2015-16: 1.25	No new action required
<b>Freshmen/Senior Survey Comments about Staff and Service Areas</b>	More than 50% of comments are positive	2015: 166 comments about resources, 83% positive 2016: 160 comments about resources, 71% positive	No new action required

Outcome #4b. Library staff will indicate satisfaction with their work environment, relationships, and resources.

Tools	Benchmarks	Latest Results	Actions
<b>Work Environment Survey Q.1, 3, 4, &amp; 21.</b>	Above 90% agree or strongly agree with statements.	2014: 92% agree or strongly agree	No new action required
<b>Work Environment Survey</b>	No item with an average mean score above 2.0 on a 5-pt scale	2010: Q.7 – 2.06 2014: Q.7 – 2.06	No new action required
<b>Administrator Performance Survey</b>	No item with an average mean score below 4.0 on a 5-pt scale	2014: No scores below 4.00	No new action required

Outcome #4c. Library staff will indicate satisfaction with staff development opportunities to improve and sharpen job related skills.

Tools	Benchmarks	Latest Results	Actions
<b>Work Environment Survey Q.2, 5, 11 &amp; 19.</b>	Above 90% agree or strongly agree with statements.	2014: 89% agree or strongly agree	No new action required
<b>Annual Library reports.</b>	Each Library faculty and staff member involved in at least one non-CU development activity each year.	2014-15: % 2015-16: %	No new action required

**Goal #5. Participate in the broader regional, national, and international resource sharing community.**

Outcome #5a. Library faculty and staff will be actively involved in professional organizations consistent with their work responsibilities.

Tools	Benchmarks	Latest Results	Actions
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<b>Annual Library reports.</b>	All library faculty will be members of professional organizations.	2015-16: 9/9 faculty involved in professional organizations	No new action required
<b>Annual Library reports.</b>	All library faculty will present a professional conference session, conference paper, or publication at least once every three years.	2013-2016: 6/9 faculty delivered/published a professional item	No new action required

Outcome #5b. The library will be active in sharing resources in its consortia and networks.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Annual ILL reports.</b>	The library will have a Lending/Borrowing Ratio > 1.0	2014-15: 1.29 2015-16: 1.28	No new action required

### **Goal #6. Advance the image and awareness of the Library, its resources, its services, and its staff.**

Outcome #6a. Faculty and students will indicate that they are well informed about Library resources and services.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>None</b>	<b>None</b>	<b>None</b>	

Outcome #6b. Faculty and students will indicate that the library is important to their academic success.

<b>Tools</b>	<b>Benchmarks</b>	<b>Latest Results</b>	<b>Actions</b>
<b>Freshmen/Senior Survey Q.3 (importance)</b>	Average mean score below 3.0 on a 7-pt scale	2015: 2.06 2016: 1.98	No new action required
<b>LibQUAL+ Q.3, 8 (Information Control)</b>	Average perceived mean score above 7.0 on a 9-pt scale	2012: 7.35	No new action required
<b>Noel-Levitz SSI Q.18 (Library Resources) Importance Score</b>	Average mean score above 5.0 on a 7-pt scale	2013: 5.88 2015: 5.83	No new action required